

**Business** in the

**Community**

137 Shepherdess Walk  
London N1 7RQ  
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Fax: 020 7253 1877  
www.bitc.org.uk

**Give & Gain Day Business Leaders event**  
**1<sup>st</sup> June 2011, 15.00 – 17.30**

**Central London location**



Rt Hon Dr Vince Cable MP  
Secretary of State for Business, Innovation and Skills and President of the Board of  
Trade  
Department for Business, Innovation & Skills  
1 Victoria Street  
London SW1H 0ET

Dear Secretary of State,

I would like to invite you to speak at our Give & Gain Day Business Leaders event taking place on 1<sup>st</sup> June 2011, 15.00 – 17.30 at a central London location. This is an event to showcase senior business leader's commitment to volunteering. Last year, Give & Gain Day saw 6,803 employees volunteering around the UK on one day.

As a business leader, I will be discussing the importance of engaging our senior level colleagues to give their time and skills to increase the positive impact social enterprise has on job creation, training and social and economic regeneration. I hope that by accepting our invitation you will be able to share your thoughts on the importance of social enterprises to our communities, and the role business has to play.

If you are able to stay with us for the duration of the event you will have an opportunity to take part in the volunteering activity of mentoring social enterprises alongside our peers in business.

We look forward to hearing from you.

Kind regards,

*Gaby Lewis*

**PRUDENTIAL**



**Give & Gain VIP Event Sponsor**

President HRH The Prince of Wales  
Chairman Mark Price Chief Executive Stephen Howard  
Registered Office 137 Shepherdess Walk, London N1 7RQ  
Registered Charity No 297716 Company limited by guarantee No 1619253





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The Rt Hon Dr Vincent Cable  
Secretary of State for Business, Innovation and Skills  
Department for Business Innovation and Skills  
1 Victoria Street  
London  
SW1H 0ET

*Dear Secretary of State,*

28 April 2011

Thank you for your letter of 31<sup>st</sup> March. Business in the Community welcomes the news that your department is going to focus on a long term approach to raising enterprise ambition in the UK. We are heartened by your comment that evidence shows that gaps in aspiration start early. We stand for responsible business and many of our members share your concerns.

I wanted to take this opportunity to introduce to you some of the exciting work we at Business in the Community have been doing with our member companies. I'm sure you would agree that giving a young person a meaningful experience of the world of work is a vital way to raise aspiration and in September 2009 our then Chairman Sir Stuart Rose launched our Work Inspiration Campaign. Since we began 515 companies of all sizes and from all sectors have been working with us to provide over 105,000 places for young people to get a meaningful insight into what it takes to have a successful working life. This campaign is nationwide, employer-led and championed by the BBC, Barclays, Boots, BT, Capgemini, Chime Communications; City & Guilds, Eversheds, McDonalds, Marks & Spencer, National Grid, Royal Mail, Serco.

Businesses worked with us during development to provide insights into the common failings of work experience placements and as a result we have created a free employer tool-kit that can be used by any company to significantly improve work experience. All the young people get the chance to really understand the business and sector they are placed in, to learn how careers happen and more about what their talents and preferences are in the workplace.

Having provided 100,000 placements within our first year we are in the process of evaluating the campaign and plan to launch the findings to a business audience in the City on the 14 June. We would be delighted if you could join us to say a few words. Given the changes in the funding landscape for work placements, we urgently want to focus employers' energy on work inspiration and raising aspirations as a core part of responsible business practice. The evaluation study has been conducted by City & Guilds and contributes significantly to the well documented case for tangible social and business benefit that meaningful business engagement on this topic can have.

"Work Inspiration" is a leading part of a holistic programme of strategic employer support to schools serving challenging communities known as "Business Class." Business Class is our flagship education programme and aims to create a sea



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INVESTORS  
IN PEOPLE



change in the way businesses work with secondary schools. It provides a simple and effective framework for developing partnerships which are intimately rooted in the needs of the school and provide 3-year support across a range of areas which, through a detailed needs assessment process, the school has identified as most pressing. Across these partnerships, businesses work in geographical clusters in schools on wide ranging issues such as Head Teacher mentoring, change management and enterprise and employability.

To date we have 18 clusters encompassing, 122 Business Class partnerships established or in gestation across 9 of the 10 English regions, Scotland and Wales. 85 businesses including Wates Group, Prudential, KPMG, Marks & Spencer, BBC, Jaguar Landrover, John Lewis and UBS are supporting the programme. Last year, an independent evaluation by Cass Business School revealed that Business Class improved students' academic achievement by 38% and their employability by over 40%.

Business Class resonates well with the priorities articulated by the Deputy Prime Minister in the Social Mobility Strategy. We believe it can enable the aim of the "business compact", highlighted in the strategy, to support communities and local schools through a range of interventions such as mentoring, enterprise and work related learning, to be realised in schools serving some of the most disadvantaged communities. We would be delighted to discuss these programmes further with you and to see how we can work together to progress the enterprise agenda to the mutual benefit of our members and the societies they serve.

I look forward to hearing from you



**Stephen Howard**  
Chief Executive

**BIS****Department for Business  
Innovation & Skills****Mark Prisk MP**Minister of State for Business and  
Enterprise

Our ref: PD/240674

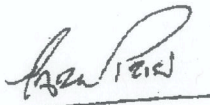
Your ref:

**29 March 2011****Stephen Howard  
Chief Executive  
Business in the Community  
137 Shepherdess Walk  
London  
N1 7RQ****Dear Mr Howard**

Thank you for your letter of 1 March, inviting me to attend the Seeing is Believing visit taking place in Maidstone on 25 May.

Unfortunately, due to heavy diary commitments, I regret that I am unable to accept your invitation. As I am sure you will appreciate, I receive a great many invitations and I am sadly unable to accept as many as I would like.

Please accept my best wishes for a successful event.

**MARK PRISK MP**1 Victoria Street, London SW1H 0ET  
[www.bis.gov.uk](http://www.bis.gov.uk)Enquiries +44 (0) 20 7215 5000 | Minicom +44 (0) 20 7215 6740 | Contact us [www.bis.gov.uk/contact-us](http://www.bis.gov.uk/contact-us)

**Mark Prisk MP**

Minister of State for Business and  
Enterprise

Our ref: AR/238735

21 March 2011

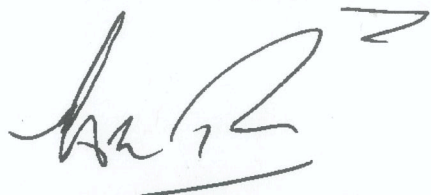
Mr Stephen Howard  
Chief Executive  
Business in the Community  
137 Shepherdess Walk  
London  
N1 7RQ

*Dear Stephen*

Thank you for your letter of 1 March inviting me to attend a "Seeing Is Believing" visit in Maidstone town centre on 25 May.

Unfortunately, due to heavy diary commitments, I regret that I am unable to accept your invitation. As I am sure you will appreciate, I receive a great many invitations and I am sadly unable to accept as many as I would like.

Please accept my best wishes for a successful event.



**MARK PRISK MP**



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Mark Prisk Esq. MP  
Minister of State for Business and Enterprise  
Department for Business, Innovation & Skills  
1 Victoria Street  
London SW1H 0ET

09 MAR 2011

1<sup>st</sup> March 2011

Dear Minister,

I write to invite you to a Seeing is Believing visit looking at the role of large retailers in local town centres. This visit will be led by Alex Gourlay, Chief Executive of Alliance Boots, Health & Beauty and will be attended by Senior Directors from Coop, JD Wetherspoon, John Lewis Partnership, Starbucks, McDonalds and the Director General of the British Retail Consortium. The visit will take place on 25<sup>th</sup> May in Maidstone town centre between the hours of 10am and 2.30pm.

The aim of this visit is particularly to examine how global brands can translate their positive impact to local level in a high street context. This will also mark the launch of a guide for retailers on how to do this. This guide is being drafted by a group of businesses led by Boots and including representatives from Starbucks, McDonalds and Coop.

This visit is one in a series of visits we are organising under the banner, "Transforming Businesses, Transforming Communities", the results of which will be fed back to the Prime Minister at a meeting in the summer.

I would be grateful if you could let us know your availability for this event by contacting Susan Hinchcliffe at [susan.hinchcliffe@bitc.org.uk](mailto:susan.hinchcliffe@bitc.org.uk).

Yours sincerely,

  
Stephen Howard

President HRH The Prince of Wales  
Chairman Sir Stuart Rose Chief Executive Stephen Howard  
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Rt. Hon Vince Cable  
Secretary of State  
Ministerial Correspondence Unit  
Department for Business, Innovation & Skills  
1 Victoria Street  
London SW1H 0ET

7<sup>th</sup> February 2011

Dear Vince,

**Invitation to BITC Workwell Campaign Leadership Team Dinner**

I would be delighted if you could join me for dinner on Tuesday 8<sup>th</sup> March at the Cinnamon Club, 30-32 Great Smith Street, Westminster, London SW1P 3BU.

The purpose of the dinner is to engage key Government players and other stakeholders with BITC's Workwell Campaign and to encourage a dialogue with our Leadership Team.

At BITC's recent AGM, Prime Minister David Cameron called on businesses to sign up to a commitment on responsible business practice which highlights 'improving quality of life and wellbeing' as one of the 5 priorities.

The Workwell Campaign aims to elevate employee wellness and engagement as a boardroom issue and mission critical to long term sustainability. It promotes a proactive approach to building employee physical, psychological and social resilience, encouraging organisations to take an integrated, strategic and holistic approach to employee wellness and engagement.

The campaign's vision is 'to create the most engaged workforce in the world' by inspiring every organisation to help their people flourish by proving the case, spreading good practice and providing support.

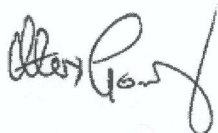
Topics for discussion at the dinner will include:

- Campaign activity
- Employee engagement, growth and sustainable business
- Public reporting on employee wellness and engagement
- The role of business as champions of public health
- Proactive repositioning of occupational health
- Building emotional resilience
- Explore how Business and Government can work together most effectively.
- Big Society
- Local activity
- How the campaign can support Andrew Lansley's Public Health Responsibility Deal
- Wellbeing Index

Pre dinner drinks will be served at 6:30pm with speeches commencing promptly at 7:15pm.  
The evening will end at 10:00pm.

Please RSVP to Tess Lenk at [tess.lenk@bitc.org.uk](mailto:tess.lenk@bitc.org.uk) or 020 7566 6610.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Alex Gourlay', written in a cursive style.

Alex Gourlay, CEO, Health & Beauty Division, Alliance Boots, Chairman, BITC Workwell Leadership Team




**The Rt Hon Vince Cable MP**

Secretary of State for Business,  
Innovation and Skills

Liz Needleman  
Regional Director  
Yorkshire and Humber  
Business in the Community  
40-60 Richardshaw Lane  
Pudsey  
Leeds  
LS28 7UR

Our ref: 226221

13 January 2010



Thank you for your email of 25 November, inviting me to attend the Business in the Community, Yorkshire & Humber, Awards for Excellence Gala Dinner on 23 June in the Centenary Pavilion at Leeds United.

Unfortunately, I am unable to accept your invitation. As you will appreciate, I receive a great many invitations and sadly cannot accept as many as I would like.

However, please accept my best wishes for a successful event.



**VINCE CABLE**

1 Victoria Street, London SW1H 0ET

[www.bis.gov.uk](http://www.bis.gov.uk)

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**Subject:** FW: Business in the Community - invitation to speak

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**From:** Liz Needleman [mailto:Liz.Needleman@bitc.org.uk]

**Sent:** 25 November 2010 14:33

**To:** Cable MPST

**Cc:** Peter Lambert

**Subject:** Business in the Community - invitation to speak

Dear Secretary of State,

I am writing to invite you to speak at our Business in the Community Yorkshire & Humber Awards for Excellence Gala Dinner, which is being held in Leeds on the evening of Thursday 16<sup>th</sup> June, 2011.

Business in the Community is a national charity that promotes responsible business. We work with thousands of organisations across the country, supporting them on how they can improve their impact on society, focusing on our four key areas of Community, Marketplace, Environment and Workplace.

We are currently working closely with Government on a number of issues, including how we can inspire and enable businesses to support the Big Society, and have carried out a consultation with our members to understand the drivers and barriers for business to increase their community engagement. The findings and recommendations from this consultation will be presented to the Prime Minister on 2<sup>nd</sup> December.

Every year we run a series of 'Awards for Excellence' for businesses across the country on all aspects of responsible business, as a way of showcasing best practice examples of where business has had a significant impact on society, whilst at the same time demonstrating significant business benefits from the activity.

Successful companies are presented with a 'Big Tick' Award, and for companies based in Yorkshire & Humber, these will be presented on 16<sup>th</sup> June 2011 at our Awards for Excellence Gala Dinner.

The event is the highlight of our annual calendar, with 400 senior business people from across the region attending. Every year we have a key note speaker, and our theme this year will be around creativity and innovation – looking at how businesses need to look differently at the way they operate in order to build a sustainable future both for themselves and for our broader society. This builds on our very successful 'Business Unusual' Conference that we held in Leeds on 5<sup>th</sup> November.

I would be delighted if you would consider being our speaker on the evening, and sharing some thoughts about what innovation means to you in a business context, and provide our guests with some of your insights and considerations.

I very much look forward to hearing from you, and please do not hesitate to contact me if you would like further information.

With best wishes

Liz

Liz Needleman  
Regional Director, Yorkshire & Humber

10/06/2011



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**Business in the Community mobilises business for good. Our members commit to take action now for people and planet.**

Business in the Community

Registered Office 137 Shepherdess Walk, London N1 7RQ

Registered Charity No 297716

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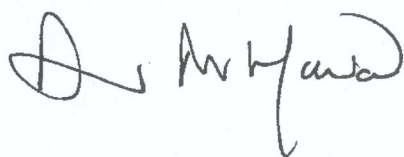
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**The Rt Hon Vince Cable MP**  
Secretary of State for Business,  
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Our ref:PD/203801

Stephen Howard  
Chief Executive  
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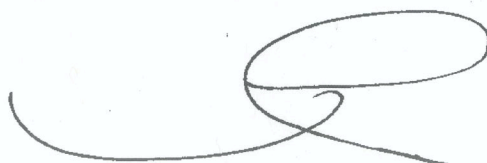
9 June 2010



Thank you for your letter of 24 May, and its kind message of congratulations, following my appointment as Secretary of State.

As the Prime Minister has said, the right way to provide this country with the strong, the stable, the good and decent government that we need is to put aside party differences and work hard for the common good and for the national interest. I and my party are fully committed to doing this.

I see the role of this Department as pivotal in creating the right conditions to stimulate growth, business enterprise and innovation to meet the economic challenge facing all of us. Although these are difficult times, it is exciting to be part of the first coalition Government for 70 years and I am proud to have this opportunity to make a contribution to the country's future.



**VINCE CABLE**

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Rt Hon Vince Cable MP  
Secretary of State for Business Innovation and Skills  
1 Victoria Street  
London  
SW1H 0ET

RECEIVED  
25 MAY 2010

24 May 2010

Dear Secretary of State,

### **The Role of Business in Society & the role of a Regional Development Agencies**

Can I start by firstly congratulating you on your new position in Government – Business in the Community looks forward to working with you and other colleagues across Whitehall Departments to create a prosperous and fairer society. I have already had the pleasure to attend No 10 to meet the Prime Minister and to start a discussion on “Big Society”.

I was prompted to write because early indications from the new Coalition Government regarding the future of Regional Development Agencies suggest that you are minded to abolish them. That of course is a decision only you can make but I wanted to add to my voice to others – I think it's probably fair to say that some of the regional structures have either not delivered their full potential or in some instances are past their sell-buy date – but not all have failed and if I may I want to highlight the kind of change successful regionally based structures can create.

Business in the Community is about ‘Mobilising Business for Good’. We are committed to harnessing our members to address the most pressing environmental and social issues facing local communities – issues that range from employability, homelessness, under-achievement in schools, lack of individual aspiration, economic regeneration – the list I am afraid is endless.

As you know, Business in the Community is an independent, business-led membership charity that seeks to continually improve the impact of our member companies on society across community, environment, marketplace and workplace. With over 850 member companies, representing 1 in 5 of the private sector workforce and over 65% of the FTSE100, we are the UK's largest network focused on responsible business practice.

We have over 300 business leaders from companies at the leading edge of social and environmental responsible business practice driving our strategy and over 27 years' experience of working with our members and the wider business community to develop practical and sustainable solutions to manage and embed responsible business.

As an organisation, we have a very strong regional presence and long-standing engagement with regional and local statutory partners. Whatever the future landscape may look like – I will want our members to play an active role in creating the kinds of communities that we all want to live in.

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One of our regional relationships we are especially proud of is with the North West Regional Development Agency (NWDA). We have developed a longstanding, strong and productive relationship with NWDA over a number of years to drive up the business impact and collaboration in the region on key issues which matter the most to the NW, particularly on Education, Environment, Economic renewal and regeneration of deprived communities.

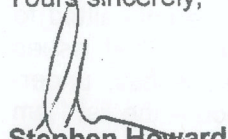
An example of our work with NWDA is in raising achievement and attainment in some of the most challenging schools in the North West. Through their support we have developed an innovative programme called Business Class to deliver targeted and strategic business engagement into most disadvantaged secondary schools. This was a direct response to the concerns expressed by our members about the ad hoc, patchy and short-term nature of engagement with schools. We have set up 35 partnerships with an aim to create 90 long term (minimum three years) partnerships across the region. The programme is now being rolled out nationally by BITC. Without this insight and leadership by NWDA to invest in such a project, this innovative programme would not have got off the ground.

To quote our regional director Raksha Pattni "The NWDA has provided strong and coherent leadership and the region would suffer if the Agency was to be replaced". She goes on to say "Our concern is that this (change) would result in a fragmented approach and loss of extensive knowledge and intelligence which the RDA has built over a number of years"

In parallel, my own concern is that such radical change could make more difficult for businesses to be mobilised on critical issues in an effective and efficient manner at a time when public sector spending is likely to become extremely tight.

We hope you will listen to our views about the NWDA and more generally allow Business in the Community to play a part in re-energising society and to do so in concert with the regional structures that you will create.

Yours sincerely,



**Stephen Howard**  
Chief Executive

cc: Sir Stuart Rose, Chair of Marks and Spencer, Chair of Business in the Community  
Edwin Booth, Chair of EH Booth & Co, Chair of Business in the Community's North West advisory board